PARLIAMENT CONTRACT APPROVAL REQUEST

PROJECT: Parliament Party Zone

PROJECT CODE: E-29-30-52-53- (Winter, Summer, Miami & Urban Markets)

VENDOR: Gary M Reynolds, Inc.

FINANCIAL IMPACT: $2,699,095

FINANCIAL ELEMENTS:

Management Fee	$410,000
Materials & Vehicles	$652,280
Labor	$552,815
Expenses	$ 94,000
Sponsorship Fund	$400,000
Video Recap	$ 30,000
Cigarettes	$ 70,000
Warehouse & Fulfillment	$ 50,000
TOTAL	$2,699,095

RESPONSIBILITY: J. Yvette Robinson
Manager, Event Marketing

Edna Moore
Group Manager, Event Marketing

PROJECT DESCRIPTION:
The 1996 Parliament Party Zone bar night program will be executed in 11 markets from February 9 through December 14, 1996. The markets include: Vermont, Hunter Mountain, NY; Cape Code, Rhode Island, Hamptons, North & South Jersey (Jersey Shore) & Fire Island; Miami, Philadelphia, New York and Boston.

Responsibilities include: Devising and implementing continuous evolutionary components to the program, creative development and execution, clubs research, negotiation, talent booking and management, staffing the teams, distribution of incentives, implementation of agreed upon activities, name generation, securing bars and sites for events, video recap, warehousing of incentives, storage and maintenance of vehicles.

BUDGET IMPLICATIONS:
These costs were included in the approved budget for the 1996 Parliament Party Zone program.

COMPETITIVE BID:
See attached

2041962568

Source: https://www.industrydocuments.ucsf.edu/docs/gsgm0004

APPROVALS:

J. Yvette Robinson	[signature]	1/30/96
E. Moore	[signature]	1/31/96
I. Broeman		
M. Mahan		
Bob Mikulay		

For your signature

Budgets/Accounting: B. Colby _____ _____

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